

PACKAGE PROGRAMS

CRC

ON COLLEGE RADIO

NEWSLETTER

COLLEGE RADIO CORPORATION

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January 15th, 1955

INCREASED INTEREST IN COLLEGE RADIO as an advertising medium at the beginning of the New Year has greatly increased the need at CRC for detailed information pointing up the effectiveness of campus stations. CRC must "have the facts" in order to drive home its arguments. Advertisers who contemplate use of your station must be shown clear evidence that their dollars will be well spent. Therefore, you are urged to send along items such as the following:

- A. Formal brochures, pamphlets, folders about the station.
- B. Reports of Surveys which indicate student buying habits, student buying power, factors influencing student buying.
- C. Station's formal rate card.

The number of concerns showing real interest in college radio has definitely increased - but the essential selling lies ahead. Stations must realize that selling requires facts, and the Corporation depends upon you for much of its ammunition.

STATION SUCCESS STORY CONTEST entries emphatically fall in the "Ammunition" category. Although the entries must be postmarked no later than midnight on January 15th, late presentations should be sent on to CRC. Although not eligible for prize money competition, they will spot light your call-letters when CRC salesmen visit national advertisers. IF possible, of course, get your entries in the mail before the deadline, to qualify for prizes. (Prizes are \$50, \$30, and \$20, or equivalent quantities of magnetic tape.) The contest rules, as published in the IBS Bulletin for December, are as follows:

All entries must contain the following:

1. A brief description of the sales "pitch" used.
2. A detailed description of what the merchant carried on the air (programs, spots, or time breaks and what was featured.) If spots were used, in what type of program (disc jockey, etc) were they used. Time of day aired and on what day or days.
3. An analysis of the results obtained by the campaign.
4. A letter from the merchant, on his own letterhead, confirming the success of the campaign, and indicating that college radio (or your station) was responsible for these results.

NEW YORK TELEPHONE COMPANY has renewed for the balance of the school year on all stations in New York State which are represented by CRC. (Exception: Station WRUR. The University of Rochester is outside the service area of New York Telephone.) These are the stations: WABS, Adelphi College; WXBC, Bard College; WNTC, Clarkson College; WRCU, Colgate University; WKCR, Columbia University; WVBR, Cornell University; WEOS, Hobart and William Smith Colleges; WJSL, Houghton College; WNYU, New York University; WRPI, Rensselaer Polytechnic Institute; WOFM, Saint Bonaventure College; KSLU, Saint Lawrence University; WRUC, Union College.

The series consists of One Spot Per Night, 5 nights per week. Copy has been mailed to the stations from the sponsor.

AFFIDAVIT returns have improved with the New Year! Your continued attention to the instructions for completion and submission is never less than essential. When affidavits are filed without notarization, without the second copy, or late, the corporation must divert time and money away from sales efforts and into follow-up proceedings. Keep up the good work, and perhaps we can reduce a still sizable problem down to nothing.

SEVERAL STATION CARRYING THE CAREER HOUR have requested information on remittances. The account is unique, in that advertisers will be billed for radio time when they are billed for space taken in the publication Career. This is done only after "checking copies" of Career have been issued. Said "checking copies" have now been issued, and it is expected that payments for broadcasts through December 31st will go out early in February.

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